

POST Dispatcher Recruitment Public Service Announcements

POST has produced two dispatcher recruitment public service announcements. Each PSA is 30 seconds in length and is "broadcast-ready." These PSA's are intended to enhance the image of dispatchers and promote the job as a profession.

At the end of each PSA, viewers are asked to contact their local law enforcement agency or visit the POST website at www.post.ca.gov. As a result, it is recommended that agencies take full advantage of listing their job opportunities on the POST website and regularly update any testing, selection, or contact information. Combined with these PSA's, use of the site can maximize your recruitment and marketing efforts.

Coordinating the airing of the PSA's should be done by agencies within the same broadcast market area. (See the attached list if you are unsure which communities are in your market area.) As there are 12 broadcast market areas in California, there need only be one set of PSA "Masters" distributed within each of these designated regions. Therefore, following the initial distribution of masters to an agency in each region, any subsequent requests will be directed to the agency in that region that has already obtained masters.

If an agency wants to customize the PSA's with their own contact information, they can use their in-house video unit, if available, or a production facility in their area (look in the yellow pages under "Video Production Services"). DO NOT customize the masters sent by POST. Make copies, customize the copies, and return the masters to POST in case other agencies in that area want to run the generic versions.

There are two approaches for getting PSA's aired. Many local stations and cable companies periodically run PSA's for non-profit organizations free of charge. Some television stations with news operations have indicated a special inclination toward airing law enforcement PSA's, as the station wants to maintain a good working relationship with local law enforcement agencies. You may want to consider having the person in your agency that has the most contact with local broadcast outlets be the one who submits the PSA's.

The best method to circulate the PSA's is to deliver one each to two of your local outlets. (Tape your business card to the tape case in case someone needs to contact you.) Mentioning when you drop them off that you'll be returning to pick them up in a specified amount of time may help prevent them from getting "lost in the shuffle." Then, two or three months later, rotate the tapes so that each outlet gets a different PSA. This cycle is easily managed and can continue indefinitely.

The trade-off of the free airtime approach, however, is that there is no guarantee of airtime, and time-slots are usually not prime time. The second approach is to purchase airtime. Cable airtime slots can be very inexpensive, but since prime airtime can be costly, it is recommended that agencies consider developing partnerships with neighboring agencies and use this valuable marketing tool in a regional approach.

Whether you are submitting them as PSA's or paid commercials, the first thing to do is contact your local outlets and ask them for their submission guidelines. The masters are on Beta SP, the most universally accepted format. Each has color bars and tone, followed by a five-second slate/countdown. The audio is mono on both channels. Many outlets will accept tapes that vary slightly from their standard set-up. If a particular outlet insists on a different tape format or set-up, and the outlet can't make those adjustments for you, there are companies in your area that provide this service for a fee. Ask the outlet for a referral or look in the yellow pages under "Video Tape Duplicating and Transfer."

Each of the two PSA's takes a different approach to attracting candidates:

PSA #1 - You Have The Skills: Presents dispatching as a career for those who are good at multi-tasking. A fast-food worker, a busy mom, and a travel reservations clerk morph into dispatchers handling meaningful calls.

PSA #2 - Make A Difference: Emphasizes the community service aspect of dispatching. A dispatcher's thoughtful advising and questioning of a woman reporting a prowler prevents the prowler from gaining entry and results in his arrest.

Television Markets in California
(7/1/01)

RANK	Designated Market Area (DMA) Name	Number of TV Homes	% of US
2	Los Angeles, CA	5,354,150	5.240
5	San Francisco-Oakland-San Jose, CA	2,431,720	2.380
19	Sacramento-Stockton-Modesto, CA	1,187,000	1.162
25	San Diego, CA	996,220	0.975
54	Fresno-Visalia, CA	519,200	0.508
117	Santa Barbara-Santa Maria-San Luis Obispo, CA	227,240	0.222
118	Monterey-Salinas, CA	223,650	0.219
130	Bakersfield, CA	185,120	0.181
133	Chico-Redding, CA	176,090	0.172
159	Palm Springs, CA	118,330	0.116
174	Yuma, AZ-El Centro, CA	88,530	0.087
191	Eureka, CA	55,320	0.054